

INTERNATIONAL
EDITION



Using MIS

SIXTH EDITION

David M. Kroenke



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PEARSON



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Using **MIS**

David M. Kroenke

**International Edition
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Describes how this course teaches four key skills for business professionals. Defines *MIS*, *information systems*, and *information*.

Describes characteristics, criteria for success, and the primary purposes of collaboration. Discusses components of collaboration IS and describes collaboration for communication and content sharing. Illustrates use of Office 365 and other collaboration tools.

Describes reasons why organizations create and use information systems: to gain competitive advantage, to solve problems, and to support decisions.

Describes the manager's essentials of hardware and software technology. Discusses mobile device operating systems, mobile UX, and BYOD policies.

Explores database fundamentals, applications, modeling, and design. Discusses the entity-relationship model. Explains the role of Access and enterprise DBMS products. Defines BigData and describes NoSQL databases.

Defines essential data communication concepts and terms. Describes the Internet. Discusses technology used by Web servers and three-tier architecture.

Discusses workgroup, enterprise, and inter-enterprise IS. Describes problems of information silos and cross-functional solutions. Presents CRM, ERP, and EAI. Discusses ERP vendors and implementation challenges.

Describes components of social media IS (SMIS) and explains how SMIS can contribute to organizational strategy. Discusses the theory of social capital and the role of SMIS in the hyper-social organization. Explains the ways organizations manage the risks of SMIS.

Describes business intelligence and knowledge management, including reporting systems, data mining, and social-media based knowledge management systems.

Discusses the need for BPM and BPM process. Introduces BPMN. Differentiates between processes and information systems. Presents SDLC stages. Describes scrum and discusses its advantages over the SDLC.

Describes the role, structure, and function of the IS department; the role of the CIO and CTO; outsourcing; and related topics.

Describes organizational response to information security: security threats, policy, and safeguards.



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Dear Student,

You are about to embark in the study of one of the most important subjects in your college career. In fact, Chapter 1 argues that it is the most important course you will take. Why? Because in modern business, knowledge of information systems is key to obtaining and succeeding in interesting and rewarding professional jobs.

Like all college students, you have many claims on your time: friends, family, sports, hobbies, love life, whatever, but you owe it to your future to take time to seriously consider how you want to spend the bulk of your waking hours for the next 30 to 40 years. You want a job that you find so satisfying that you can hardly wait to get to work in the morning. There are such jobs, believe it or not, and there is one for you. But, it won't be handed to you at graduation. You have to prepare for it, find it, and obtain it in an intensely competitive job market and then know enough to thrive in it.

This course is key because information systems are the major influence on the modern economy, an influence that has not been beneficial for everyone. Bank lobbies were once filled with bookkeepers and accountants and accounting managers. Those jobs disappeared with computer systems. Half-asleep, mediocre business school graduates once held managerial jobs over rooms full of typists and clerical workers. Those jobs disappeared as attorneys, auditors, and, indeed, all business professionals began conducting their own correspondence using email, texting, and videoconferencing.

The trick to turning information systems to your advantage is to get ahead of their impact. During your career, you can find many opportunities for the innovative application of information systems in business and government, but only if you know how to look for them. Once found, those opportunities become your opportunities when you, as a skilled, non-routine problem solver, apply emerging technology to facilitate your organization's strategy, whether your job is in marketing, operations, sales, accounting, finance, entrepreneurship, or another discipline.

Congratulations on your decisions so far. Congratulations on deciding to go to college, congratulations on deciding to study business. Now, double down on those good decisions and use this course to help you obtain and then thrive in an interesting and rewarding career. Start in Chapter 1 by learning how Jennifer lost her job and what you can do to ensure that never happens to you! After that, learn more than just the MIS terminology; understand the ways information systems are transforming business and the many, many ways you can participate.

In this endeavor, I wish you, a future business professional, the very best success!

David Kroenke

Whidbey Island, WA